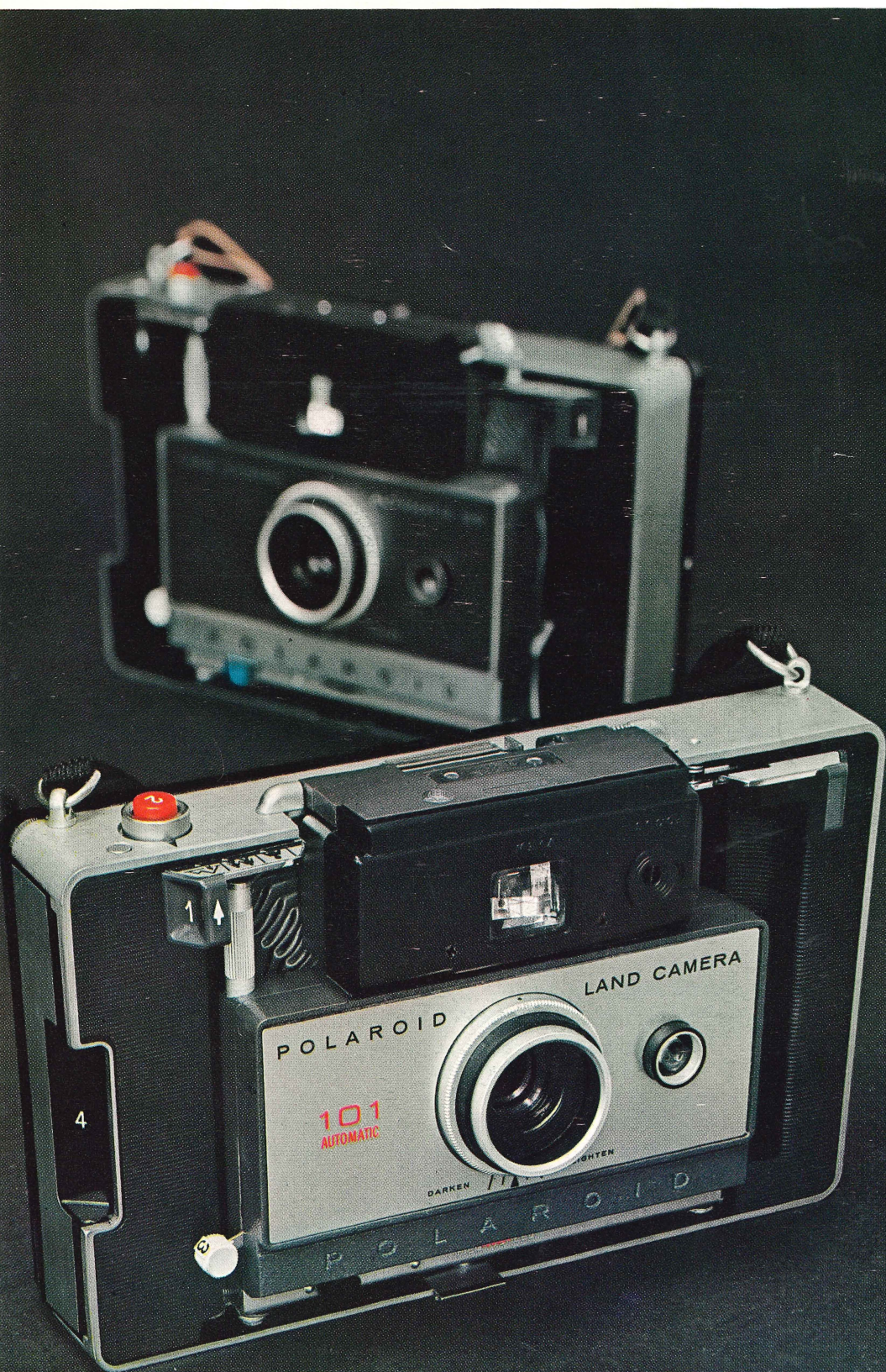


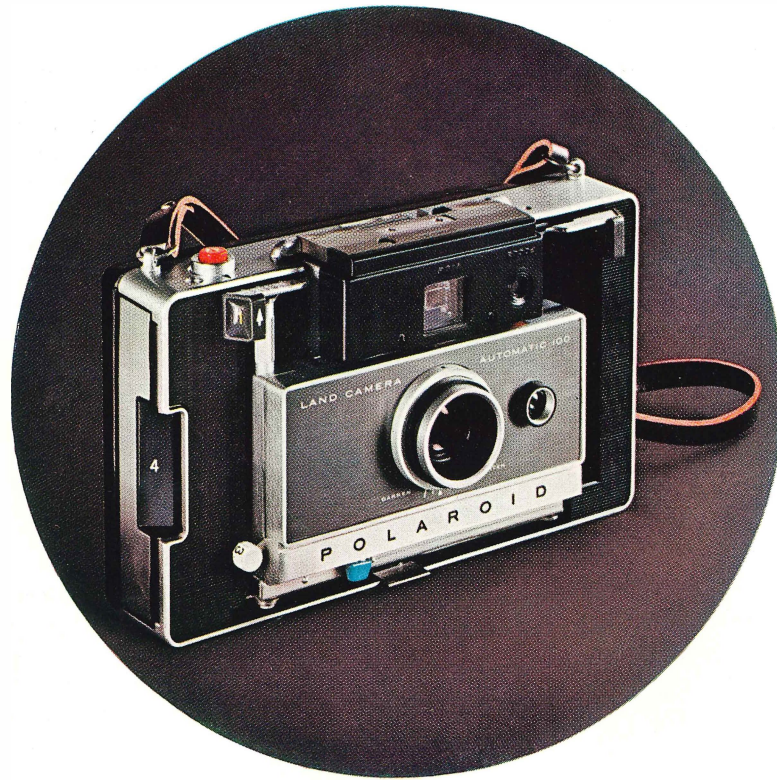
NOW THERE ARE TWO

Polaroid Color Pack Cameras

You're looking at the newest picture-in-an-instant camera, the new Polaroid Color Pack Camera II. It's an economy-priced version of the already famous Color Pack Camera that makes color pictures in a minute, black and whites in 10 seconds. It has the same simple pack film loading; the same compact size; the same ease of operation. And it has a new low price that puts it in easy reach of budget-minded buyers. Your dealer will be glad to demonstrate it for you. Meanwhile, all the details are inside.



THE ORIGINAL COLOR PACK CAMERA (AUTOMATIC 100)



Greater versatility, elegant styling.

Four Exposure Ranges

This camera with its four exposure ranges has the greatest capability of any electric eye camera available today. With the flick of a switch, you can choose the ideal combination of depth of field and range of shutter speeds to suit the lighting conditions. For color film, for example, you simply switch to "bright sun" or "dull day." The transistorized electronic shutter does all the rest. For possible films of the future, this camera has provision for two additional film speeds (rated at 150 and 300) in addition to the current color and black and white types.

Indoor Pictures Without Flash

With the Automatic 100 you can snap indoor black and white pictures without flashbulbs. The extra exposure range of this model lets you make pictures by window or lamplight as easily as outdoors. If, however, flashbulbs are needed (for color shots indoors or certain types of black and white pictures) the electric eye reads the light and automatically sets the correct exposure *during* the flash! The shutter is so versatile it can even calculate time exposures of seconds *automatically*. No other camera can do so much so easily.

Maximum Accessory Capability

The Automatic 100 makes full use of all the accessories shown on the back page. The Close-up and Portrait Kits are especially exciting. They produce optimum results with either color or black and white film.

Elegant Styling

Nothing has been spared to give the Automatic 100 the most handsome body styling of any Land camera ever marketed. Both the body and shutter housings are finished in rich brushed chrome. An adjustable leather neck strap is fitted to this model.

BOTH COLOR PACK CAMERAS PROVIDE THESE FEATURES

Color pictures in 60 seconds, black and white pictures in 10 seconds: but that's only half the story. The original Automatic 100 and its brand new, lower-price companion, the Automatic 101, embody some of the most remarkable technological features ever put into a camera.

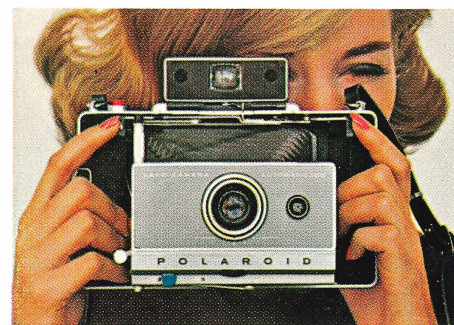
Shutters in both of these cameras are transistorized. Because of this, these electric eye cameras can do things no camera could ever do before.

Both cameras can measure the short, brilliant burst of a flashbulb and make a perfect exposure setting *in the duration of the flash*. (Even the most expensive electric eye cameras respond too slowly to do this; they must be set mechanically.)

At the other extreme, they can measure very low light levels and make the correct setting for a time exposure — automatically.

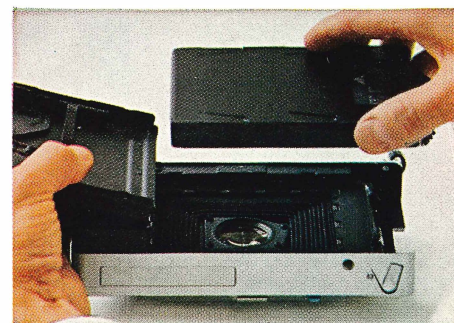
Fast Focusing

Focusing is quick and easy with the new Color Pack Cameras. The image in the precision coupled rangefinder moves in the same direction as your fingers. Push left, push right, until one image covers the other and you're in focus. These cameras have been designed to operate as simply as possible. You just follow the numbers: 1, 2, 3, 4.



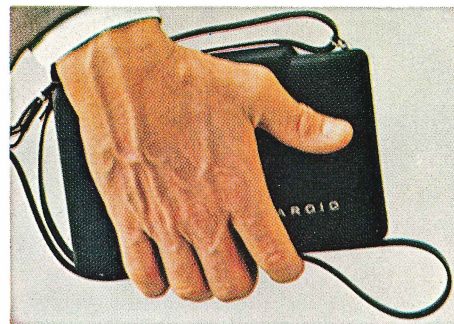
Load in 7 Seconds

A revolutionary new design in camera and film makes loading easier. Both black and white and color film come in plastic packs (8 shots to a pack). Slide the plastic pack in place, pull a tab and you're ready to shoot your first picture.



Lightweight

These are the smallest, lightest cameras Polaroid has ever made, even though they give the large-sized (3 1/4" x 4 1/4") pictures made with earlier models. They are actually 1 1/2 pounds lighter than our most popular previous cameras. And they are lighter than many 35mm cameras.

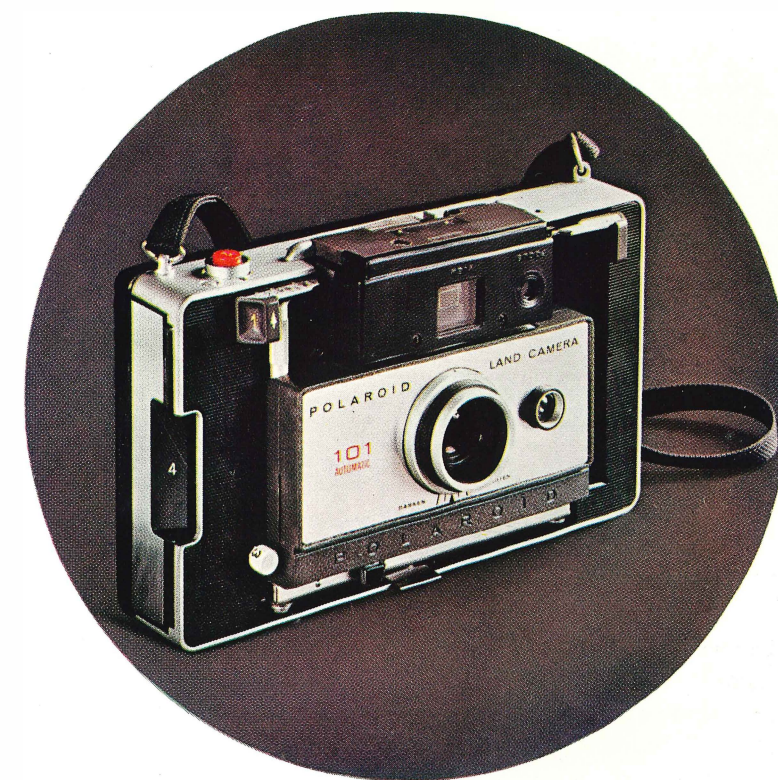


Color in a Minute — Black and White Pictures in 10 Seconds

Everything about these revolutionary cameras is different except the fun. You just snap the picture, pull it out of the camera (with these cameras it develops *outside* the camera so you can shoot pictures as fast as you want) and in seconds it's yours to enjoy and to share.



THE NEW COLOR PACK CAMERA II (AUTOMATIC 101)



Automatic picture taking for less money.

Two Exposure Ranges

The simplified film selector can be switched either to "color" or "black and white." After this, the electric eye and transistorized shutter automatically set the correct exposure for all pictures — outdoors or with flash.

Indoor Flash Pictures

Exposure is set automatically for both black and white and color flash pictures. The electric eye reads the light and makes the correct setting *during* the flash of the flashbulb. With the Automatic 101, flash is recommended for all indoor pictures with either film type. Using a tripod or other sturdy support for the camera, automatic time exposures can be made, up to at least one second, with black and white film.

Accessory Versatility

The Automatic 101 uses all of the accessories shown on page 4. Use of the Close-up Kit is limited to black and white film. The Portrait Kit can be used with both black and white film and color, but depth of field with the latter film is not as great with this camera as with the Automatic 100 and greater care must be exercised by the user.

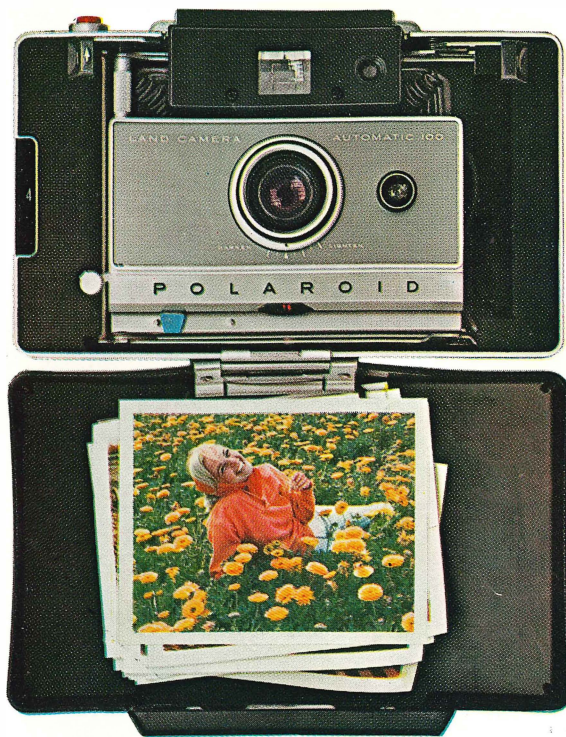
Economy Styling

This camera has been styled for economy. The shutter housing is black, and an attractive, sturdy nylon neck strap is used.



Both cameras come with a cover that attaches to the camera with a magnet.

TWO PHOTOGRAPHIC MILESTONES



The 141-year-old science of photography has recently passed two major milestones. Two products were introduced that would have been considered not just revolutionary, but impossible short years before. Both came from Polaroid Corporation. Both were designed for use by amateur photographers. Both combined extreme simplicity of operation with the kind of results that could be previously achieved with only the most expensive and complicated photographic equipment. Both involved technology that was unique in the field.

The first was Polaroid Polacolor film that produces finished color prints in just 60 seconds. The other is a transistorized shutter built into a completely new pack-loading Polaroid Land camera.

Color Pictures in 60 Seconds

Polacolor film is completely unlike any other color film. Conventional color pictures require 22 separate and precisely controlled steps for development and printing that take more than an hour in the darkroom. Time and temperature must be watched carefully because the dyes are actually manufactured in the processing of conventional film. In Polacolor film, however, the dyes are built right into the negative. A unique developer-linked-to-dye molecule transfers the dyes from negative to positive in exactly the right amounts in exactly the right places. All of this incredibly precise movement takes place in a single step in just 60 seconds. You have to try it to believe it. And the colors themselves have to be seen to be appreciated.

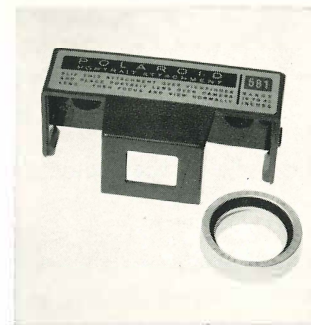
The World's Most Advanced Cameras

Polaroid's second major innovation is the new Polaroid Color Pack Camera. These cameras embody some of the most remarkable technological features in the history of photography. Why are these cameras so unique? Other electric eye cameras register their light readings on a galvanometer, a delicate instrument with a jeweled movement governed by a hairspring. In many cameras, this reading is fed into a second stage, a clockwork timing mechanism. Dozens of moving parts are involved. Friction takes its toll. Temperatures can affect accuracy drastically.

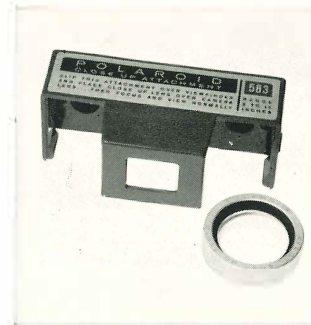
The Polaroid Color Pack Cameras are entirely new. They have no delicate galvanometers; tiny electronic components register the light. There is no mechanical timing mechanism; it is all electronic. The shutter itself has only five principal moving parts. And the circuit of transistors, capacitors and resistors can react instantaneously.

When you press the button to take a picture, the circuit is activated and one shutter blade is moved from behind the lens quickly (at 200 times the acceleration of gravity). A second blade is held back by an electromagnet. The transistorized system begins to measure the light only at the instant the first blade is released. When enough light has reached the film, the system cuts the current to the magnet, and the second blade closes behind the lens. This amazing shutter has been built into a camera that includes many other unusual features, as you will see on the inside pages.

ACCESSORIES FOR THE COLOR PACK CAMERAS



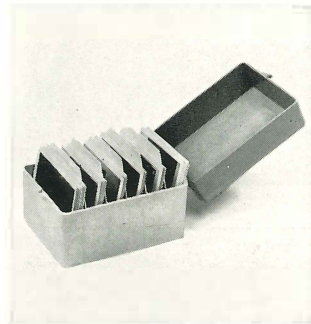
#581 Portrait Lens clips on the lens; brings the camera within 19 inches of your subject. A focus adapter fits over the viewfinder. Excellent results are easily obtained with either color or black and white film and the Automatic 100. With the Automatic 101 the performance is the same, but with color film, there is less depth of field and greater care is needed for portraits.



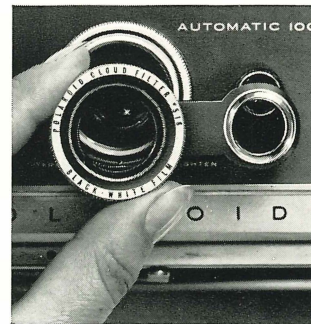
#583 Close-Up Lens clips on the lens; brings the camera within 9 inches of the subject. A focus adapter fits over the viewfinder. Excellent results are obtained with either color or black and white film and the Automatic 100. Use with the Automatic 101 is limited to black and white film.



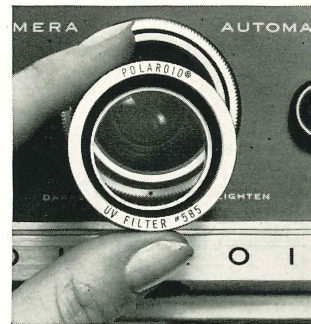
#322 and #324 Cases are made of top grade black vinyl that looks like leather, wears like iron. The #324 is a fitted case with a designated place — elastic band or pocket — for every accessory on this page (except the Print File box). The #322 is smaller; has three main compartments which hold camera, flash, film, bulbs, pictures and several other accessories.



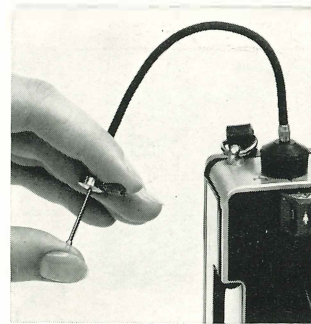
#1501 Print File is a convenient and inexpensive box for storing Polaroid Land prints. It is made of high-impact styrene and holds up to 150 pictures. Tabbed separations let you date and identify your pictures.



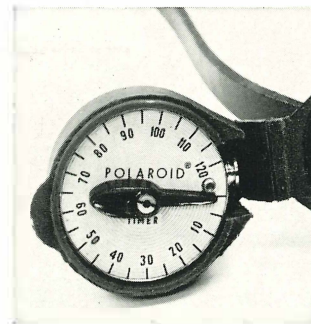
#516 Cloud Filter is for use with black and white Type 107 film only. An orange filter, it improves the contrast in pictures showing an expanse of sky and produces beautiful cloud effects. It fits over the lens and electric eye.



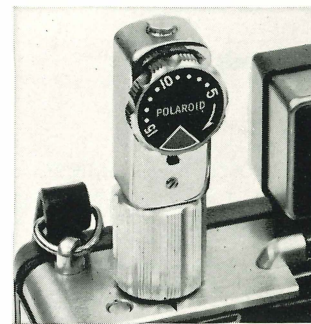
#585 UV Filter is used for outdoor color pictures only. It fits over the camera lens and removes excess blue from shadows and makes colors look more natural. No exposure adjustments are necessary.



#191 Cable Release fits over the shutter button and allows you to trip the shutter without danger of moving the camera. Use it for making automatic time exposures when the camera is on a tripod or other stable surface.



#128 Development Timer attaches to the camera strap and ensures accuracy in timing picture development. Set dial to desired time, push button. It will time up to 2 minutes and is especially useful for making color pictures.



#192 Self-Timer lets you put yourself in the picture. It can be preset to any time from 5 to 15 seconds. Simply attach it, set the release and walk into the picture. The shutter snaps automatically. Camera should be on a tripod.

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